

NEW YORK, SUNDAY, MAY 28, 1922.

# SPECULATIVE BUILDER IS EAGER TO GET INTO ACTION AGAIN

Absent From Field Because of certain Market Conditions---Now Alert for Opportunities---Doing 10 Per Cent. of Work at Broadway-Flushing, Where an Intensive Construction Boom Is On

of the noteworthy features of the section wave now sweeping the city is the incompletion of the speculative builder, the man who puts up rows of houses and sells them in lots or in groups as opportunity offers. The latter's willingness to re-obscure is all the more noticeable because of the fact that much of the activity in the suburban field has always been considered his particular playground. He was to be seen to search about for the of this phenomenon all sorts of reasons would present themselves in order of their importance. Foremost among these would be the peculiar one existing in the suburban market where the strong demand for homes



THIS EYE FILLING COTTAGE IS TO BE DONE IN ENGLISH STUCCO.

will be checked by the demand for bargain prices. Of course the home builder's dream of a bargain era will never materialize, but many expect a gradual shading off in the near future. In view of the need for homes throughout the city is unfortunate, for the speculative builder, no matter what faults he is imputed to, is the one man who can be relied upon to get the greatest possible out of the construction boom. Moreover he has purged himself of many of the sins with which he once charged, such for instance as

## These Home Hunters Took Everything but the Ghost

By THE ODD PARAGRAPHER.  
was a haunted house in a gipsy neighborhood. Residents assembled daily to talk in muffled tones of spirits and queer noises. With such advance warning the real estate agent found it difficult to get a "prospect" near the house. The last resort he had to have the place redecorated and install new electric fixtures and plumbing. The work had scarcely been completed when the agent heard a "five o'clock" knock. Rushing off to the property, he inquired breathlessly: "Is it true that some one has taken possession?" "No, not yet," replied the caretaker, "but they've taken the fixtures, and doorknobs. Perhaps they'll be back for the house."

**Housing in Germany.**  
All Germany is excited over a plan to erect a ten story combination business and residence structure in the city of Berlin. The project is hailed as the production of American skyscraper construction, and is to be situated on the Berlin's busiest railway station and near the station of the Prussian and the ex-Kaiser. It will comprise a series of three ten story structures having office, studio, hotel accommodations, a roof garden and motion picture theater. Owners of the New York has attempted to crowd much into a single undertaking.

**More From the Same Place.**  
An interesting housing decision was handed down by the German courts recently when the city of Berlin lost first case in testing the municipality's liability for rentals incurred by homeless persons arbitrarily billeted in private homes. During the war the authorities took extreme measures to house the city's population. Owners of dwellings who had spare rooms were compelled to rent them. Endless confusion and trouble resulted from this. Now the courts have decided that if persons billeted in private homes fault in their rent the city is liable for payment to landlords.

**Modern House Moving.**  
Annoyed because a large crowd gathered to watch his men move a three story frame building a distance of 400 ft, the foreman of the gang of house



THIS TYPE OF DWELLING WITH ENCLOSED LIVING PORCH AND SUN ROOM AS WELL IS POPULAR AT BROADWAY-FLUSHING



BROADWAY-FLUSHING RAILROAD STATION, SAID TO BE ONE OF THE LARGEST AND MOST ARTISTIC ON THE LONG ISLAND SYSTEM

on less capital. The company realized that the future of the development lay in the amount of building work done, so it proceeded to simplify as far as possible the business details connected with the construction of homes. The developing company not only encouraged speculative builders to the limit of its ability, but caused to be drawn up by competent architects 100 designs with accompanying plans from which plot buyers may select a home. In form composition and color these houses harmonize with the general architectural tone in the community. They are planned to cost the buyer from \$6,500 to \$8,800, contain six rooms and bath each and may be constructed of clapboard, shingle or stucco or a combination thereof. The foundations are of poured concrete. Assistance is offered to builders in the matter of financing. In order further to reduce the cost of construction the developing company does its best to give plenty of work to the builders who are putting up houses for the company's clients. This means that the contractor is able to buy in larger quantities and so to coordinate construction work that building expenses are kept at a minimum. Broadway-Flushing is on the Long Island Railroad approximately twenty-two minutes from the Penn Station. It is also connected with Manhattan by the New York-Jamaica trolley, which runs through one end of the property. In addition a motor bus service connects this section with practically all points of the north shore, with Flushing proper, and with the subway at Corona. Very soon, upon completion of the extensions contemplated by the Transit Commission, Flushing will be brought within the subway system of Greater New York, and will have direct connection with the B. R. T. and the Interborough subway lines throughout Manhattan and Brooklyn for a five cent fare. But Broadway-Flushing is probably best known to the automobilists who make weekly pilgrimages to the hills of the north shore. Approaching Flushing at Main street, Broadway, otherwise known as Northern Boulevard, proceeds past large old homesteads beautifully shrubbed, up grade to the heights of Broadway-Flushing. The roadway is lined with great trees which constitute one of the real charms of this lovely neighborhood as a place of residence. Broadway passes under the tracks of the Long Island R. R. near the beautiful Broadway station, at almost the center of Broadway-Flushing. About this station, which is by far the most artistic and picturesque on the north shore, if not on the whole Long Island system, are several parks artistically set out in shrubs, and an unusually large number of very pretty homes representative of the most approved forms of modern architecture: colonial and country houses, in brick, shingles, clapboards and stucco. An added charm is the fact that while the building sites are nearly all well placed, there is, nevertheless, an absence of the monotony of a flat country; from the Broadway-Flushing station one looks upon homes standing on terraces, others upon level ground and some upon a gentle hillside. One lasting benefit that is appreciated by residents of this section is that each building site within the development is definitely restricted, so that assurance is given that the houses that will be built in the future will conform in a general way both as to size of plot and character of building to those that already lend charm and distinction to this property. This far-sighted planning on the part of the Rickert-Brown Realty Company is again demonstrated to be not only a

## Coalition of Big Realty Firms Causes Stir

ALBERT B. ASHFORTH  
HEAD OF ALBERT B. ASHFORTH, INC.

STEPHEN H. TYNG  
OF STEPHEN H. TYNG JR. AND CO., INC.

A subject that is bound to come up for a lengthy discussion wherever real estate men gather these days is the pending coalition of the firm of Albert B. Ashforth, Inc., and Stephen H. Tyng, Jr. & Co., Inc. Announcement that these two big firms would join interests on June 1, caused a stir in realty circles which was eclipsed by no other happening this year. Both organizations occupy a conspicuous position in the front rank of the realty profession. The Ashforth firm, which has its offices at 15 East Forty-fourth street, has negotiated some of the biggest deals closed in the Grand Central zone and the Fifth Avenue section in the last two decades. It was formed in 1906 by Albert B. Ashforth under the firm name of Ashforth & Duryea. In 1901 Mr. Duryea resigned and Mr. Ashforth conducted the firm until 1908 when he took into partnership George D. Arthur. The Tyng organization represents many old estates and has done much toward the upbuilding of certain sections of this city, notably the Union Square area. Its offices are at 41 Union Square. Notable among the deals closed by it during the last few years was the lease of the site for the new home for Saks & Co.'s department store on Fifth Avenue, between Forty-ninth and Fiftieth streets. The firm at present is composed of Stephen H. Tyng and H. Oakley Hall, and was formed by Stephen H. Tyng, Jr., in 1888, under the name of Tyng, Jr. & Co. The Tyng organization represents many old estates and has done much toward the upbuilding of certain sections of this city, notably the Union Square area. Its offices are at 41 Union Square. Notable among the deals closed by it during the last few years was the lease of the site for the new home for Saks & Co.'s department store on Fifth Avenue, between Forty-ninth and Fiftieth streets. The firm at present is composed of Stephen H. Tyng and H. Oakley Hall, and was formed by Stephen H. Tyng, Jr., in 1888, under the name of Tyng, Jr. & Co. The Tyng organization represents many old estates and has done much toward the upbuilding of certain sections of this city, notably the Union Square area. Its offices are at 41 Union Square. Notable among the deals closed by it during the last few years was the lease of the site for the new home for Saks & Co.'s department store on Fifth Avenue, between Forty-ninth and Fiftieth streets. The firm at present is composed of Stephen H. Tyng and H. Oakley Hall, and was formed by Stephen H. Tyng, Jr., in 1888, under the name of Tyng, Jr. & Co.



HERE THE COLONIAL DESIGN IS MADE MORE QUANTITATIVE BY THE GERMANTOWN HOOD OVER THE DOORWAY.



ANOTHER VARIATION OF THE DUTCH COLONIAL

benefit to the owners but to all ultimate residents as well, as evidenced by the buoyant activities now prevalent at Broadway-Flushing. But this section cannot well be considered alone; it must logically be thought of as a part of aristocratic old Flushing, which it adjoins to the east. The influence of old Flushing, with its high type of schools, churches, civic and social organizations and country clubs, is very definitely being felt at Broadway-Flushing, which is developing in a manner most fitting to a younger neighbor in its relations toward an older one. Broadway-Flushing, of course, has its own shopping district centering upon the Long Island Railroad station, but the great shopping center of Broadway-Flushing, as with practically all of the north shore, is at Main street, Flushing, which comprises probably more than a mile of shops and progressive business establishments. The main street stores, as well as the more progressive of the Manhattan shops, make deliveries to Broadway.

## Ready to Widen Madison Avenue Above 60th Street

The roadway of Madison Avenue between Sixtieth and Sixty-ninth streets is to be widened to fifty-four feet, and the street is then to be repaved from Sixtieth to Seventy-second street, by order of Julius Miller, president of the Borough of Manhattan. His office has announced that notices calling for the removal of encroachments will be sent out immediately to all property owners affected, and the plans will be ready to submit for bids soon after July 1. It is believed that the actual work of widening will be started about October 1. The announcement of this improvement comes as the final result of several years of effort on the part of the property owners and business men on Madison Avenue, from Fortieth street to Seventy-second street. During the summer of 1921 the street was widened from Fortieth to Sixtieth street, and the present widening represents the completion of the original project. Douglas L. Elliman, president of Douglas L. Elliman & Co., Inc., in speaking of this improvement called attention to the fact that it was in 1917 that the Madison Avenue committee of the Fifth Avenue Association first considered the project as a means of relieving the tremendous north and south traffic burden on Fifth and Park avenues, and also to provide for the greatly increased traffic that was sure to result from the business development of Madison Avenue, which was then beginning to take definite form. At the request of Borough President Frank L. Downing, the matter was allowed to rest at that time, due to lack of funds and President Wilson's urgent request for economy in all public works as a means to aid in winning the war. The campaign was renewed during 1919, and in July, 1921, the actual work of widening was begun between Forty-sixth and Sixtieth streets, the work being completed in the record time of sixty days, with, according to the records of the Fifth Avenue Association, no interruption to free traffic movement during that time. Speaking of the present work Mr. Elliman says: "There is no doubt that it is a badly needed improvement. The widening below Sixtieth street has been of immeasurable benefit in improving property values and making possible the remarkable development of Madison Avenue within the last year, but it is only part of a finished job. Above Fifty-ninth street both Fifth and Park avenues are restricted streets. With proper provision for traffic Madison Avenue will continue to develop as a street of high class small shops in the district at present being widened. The traffic problem on that street is fast becoming acute. Traffic officers have been stationed at the corners of Fifty-seventh and Fifty-ninth streets, and all the cross streets between Forty-second and Fifty-seventh streets have been designated as traffic points, as well as Sixtieth, Sixty-fifth and Sixty-fourth streets. One does not need much imagination to picture first the relief in traffic congestion, and secondly the greater business value of this territory for high class small shops which depend largely upon automobile

## LONG BEACH WILL HAVE NEW \$1,000,000 HOTEL

Ground was broken last Thursday for the new million dollar Alexandria Club and Hotel at Long Beach. This is the latest and most imposing addition to this rapidly growing resort. The Alexandria will occupy a site fronting on the boardwalk at Lafayette Boulevard. Land values in this section have rapidly increased recently. The hotel will be of the all year type with all conveniences and improvements. The Alexandria Club will occupy the top floor with private elevators to the boardwalk and beach. The hotel is to have 500 rooms, each with private bath, together with roof gardens and up to date facilities for surf bathing. Frank H. Wiggins, for years associated in the management of the Vanderbilt Hotel in New York, will have active charge of the Alexandria. The work of construction will be pushed as rapidly as possible this summer, and it is expected that the hotel will be ready for occupancy by the season of 1923. The construction contract was secured by the Harold Anderson Company, engineers, of Long Beach. SALE AT ST. ALBANS, I. I. Joseph Bernstein, an auctioneer who utilizes breezy Western selling methods such as brass bands, aerial stunts and prizes for the most popular young women at the sale, will offer 400 lots and a sixteen room dwelling suitable for a road house at Merrick road and Farmers Avenue near the St. Albans Golf Club. The sale will be held on Memorial Day. The property is known as the old Flying Field and is owned by the B. L. D. Aeroplane Company, Inc.